

CLAIMS

What is claimed is:

- 1 1. A system comprising:
- 2 a user computer, coupled to a data network, to display a user interface
- 3 usable to enter a plurality of purchase preferences; and
- 4 a broadcast-based client-side device, coupled to the network, to receive
- 5 user preference data from said data network based on said plurality of
- 6 purchase preferences, and to receive broadcast programming content from a
- 7 broadcast source, said broadcast-based client-side device to include,
- 8 a display to display a plurality of purchase options based on
- 9 said plurality of purchase preferences, and
- 10 a user input device to select from among said plurality of
- 11 purchase options, and to consummate a purchase transaction.

- 1 2. The system of claim 1, wherein said data network is the Internet, said
- 2 broadcast source is a television programming source, and said client-side
- 3 device includes a set top box that is coupled to the Internet and to said
- 4 broadcast source.

- 1 3. The system of claim 1, wherein said user interface is used to access a
- 2 user account prior to entering said plurality of purchase preferences, said

3 user account to be used to associate said plurality of purchase preferences
4 with a particular user.

1 4. The system of claim 3, wherein said broadcast-based client-side device
2 is associated with said user account and said plurality of purchase
3 preferences by performing a secure logon operation.

1 5. The system of claim 1, wherein said plurality of purchase preferences
2 includes at least one of payment method, product preference information and
3 product delivery information.

1 6. The system of claim 1, wherein said user preference data is based on at
2 least one of said plurality of purchase preferences and a user profile, where
3 said user profile is based on tracking user activities.

1 7. The system of claim 6, wherein said user activities include at least one
2 of websites visited, online keyword searching, broadcast content viewed,
3 broadcast content searching.

1 8. The system of claim 1, wherein said plurality of purchase options
2 includes at least one of a list of downloadable/recordable content that is
3 available to purchase, products available to purchase and purchase history.

1 9. The system of claim 1, wherein said plurality of purchase options
2 includes subscription-based video on demand (SVOD) purchase options.

1 10. The system of claim 1, wherein said plurality of purchase options are
2 displayed on said display as an overlay to said broadcast programming
3 content.

1 11. The system of claim 10, wherein said overlay is displayed based on
2 said broadcast programming content that is currently being viewed on said
3 display.

1 12. The system of claim 1, wherein said purchase transaction is
2 consummated using a secure connection between said broadcast-based client-
3 side device and a server coupled to said data network.

1 13. The system of claim 12, wherein said server is a third-party retailer
2 that is paid according to a payment method contained in said plurality of
3 purchase preferences, and delivers a product according to a delivery method
4 contained in said plurality of purchase preferences.

1 14. A method comprising:

2 entering a plurality of purchase preferences using a user interface
3 displayed on a user computer that is coupled to a data network;

4 receiving, by a broadcast-based client-side device coupled to the data
5 network, user preference data from said data network and broadcast
6 programming content from a broadcast source, said user preference data to
7 be based on said plurality of purchase preferences;

8 displaying, on a display of said broadcast-based client-side device, a
9 plurality of purchase options based on said plurality of purchase preferences;

10 selecting from among said plurality of purchase options using a user
11 input device of said broadcast-based client-side device; and

12 consummating a purchase transaction using said user input device of
13 the broadcast-based client-side device.

1 15. The method of claim 14, wherein said receiving comprises receiving
2 user preference data from the data network and broadcast programming
3 content from the broadcast source, wherein said user preference data is based
4 on said plurality of purchase preferences, said data network is the Internet,
5 said broadcast source is a television programming source, and said broadcast-
6 based client-side device includes a set top box that is coupled to the Internet
7 and to said broadcast source.

1 16. The method of claim 14, further comprising accessing, using said user
2 interface, a user account prior to said entering the plurality of purchase
3 preferences, said user account to be used to associate said plurality of
4 purchase preferences with a particular user.

1 17. The method of claim 16, further comprising performing, by said
2 broadcast-based client-side device, a secure logon operation wherein said
3 client-side device is associated with said user account and said plurality of
4 purchase preferences.

1 18. The method of claim 14, wherein said entering comprises entering the
2 plurality of purchase preferences using the user interface displayed on the
3 user computer that is coupled to the data network, said plurality of purchase
4 preferences to include at least one of a payment method, product preference
5 information and product delivery information.

1 19. The method of claim 14, further comprising tracking user activities to
2 establish a user profile, said user preference data to be based on at least one of
3 said plurality of purchase preferences and said user profile.

1 20. The method of claim 19, wherein said tracking user activities
2 comprises tracking user activities to establish the user profile, said user

3 preference data to be based on at least one of said plurality of purchase
4 preferences and said user profile, where said user activities include at least
5 one of websites visited, online keyword searching, broadcast content viewed,
6 broadcast content searching.

1 21. The method of claim 14, wherein said displaying comprises
2 displaying, on a display of said broadcast-based client-side device, said
3 plurality of purchase options based on said plurality of purchase preferences,
4 where said plurality of purchase options includes at least one of a list of
5 downloadable/recordable content that is available to purchase, products
6 available to purchase and purchase history.

1 22. The method of claim 14, wherein said displaying comprises displaying,
2 on a display of said broadcast-based client-side device, said plurality of
3 purchase options based on said plurality of purchase preferences, wherein
4 said plurality of purchase options includes subscription-based video on
5 demand (SVOD) purchase options.

1 23. The method of claim 14, further comprising displaying said plurality
2 of purchase options on said display as an overlay to said broadcast
3 programming content.

1 24. The method of claim 23, wherein said displaying the plurality of
2 purchase options comprises displaying said plurality of purchase options on
3 the display as said overlay to said broadcast programming content, where
4 said plurality of purchase options are based on said broadcast programming
5 content that is currently being viewed on said display.

1 25. The method of claim 14, wherein said consummating the purchase
2 transaction comprises consummating the purchase transaction using said
3 user input device of the broadcast-based client-side device over a secure
4 connection between said broadcast-based client-side device and a server
5 coupled to said data network.

1 26. The method of claim 25, further comprising:

2 making payment to said server where said server is a third-party
3 retailer that is paid according to a payment method contained in said
4 plurality of purchase preferences; and

5 delivering a product according to a delivery method contained in said
6 plurality of purchase preferences.

1 27. A computer program product comprising:

2 a computer usable medium having computer program code embodied
3 therein to display information, the computer program product having:

4 computer readable program code to enter a plurality of
5 purchase preferences using a user interface displayed on a user computer that
6 is coupled to a data network;

7 computer readable program code to receive, by a broadcast-
8 based client-side device coupled to the data network, user preference data
9 from said data network and broadcast programming content from a
10 broadcast source, said user preference data to be based on said plurality of
11 purchase preferences;

12 computer readable program code to display, on a display of
13 said broadcast-based client-side device, a plurality of purchase options based
14 on said plurality of purchase preferences;

15 computer readable program code to select from among said
16 plurality of purchase options using a user input device of said broadcast-
17 based client-side device; and

18 computer readable program code to consummate a purchase
19 transaction using said user input device of the broadcast-based client-side
20 device.

1 28. The method of claim 27, wherein said computer readable program
2 code to receive comprises computer readable program code to receive user
3 preference data from the data network and broadcast programming content
4 from the broadcast source, wherein said user preference data is based on said
5 plurality of purchase preferences, said data network is the Internet, said
6 broadcast source is a television programming source, and said client-side

7 device includes a set top box that is coupled to the Internet and to said
8 broadcast source.

1 29. The computer program product of claim 27, further having computer
2 readable program code to access, using said user interface, a user account
3 prior to said entering the plurality of purchase preferences, said user account
4 to be used to associate said plurality of purchase preferences with a particular
5 user.

1 30. The computer program product of claim 29, further having computer
2 readable program code to perform, by said broadcast-based client-side
3 device, a secure logon operation wherein said client-side device is associated
4 with said user account and said plurality of purchase preferences by.

1 31. The computer program product of claim 27, wherein said computer
2 readable program code to enter comprises computer readable program code
3 to enter the plurality of purchase preferences using the user interface
4 displayed on the user computer that is coupled to the data network, said
5 plurality of purchase preferences to include at least one of a payment method,
6 product preference information and product delivery information.

1 32. The computer program product of claim 27, further having computer
2 readable program code to track user activities to establish a user profile, said

3 user preference data to be based on at least one of said plurality of purchase
4 preferences and said user profile.

1 33. The computer program product of claim 32, wherein said computer
2 readable program code to track user activities comprises computer readable
3 program code to track user activities to establish the user profile, said user
4 preference data to be based on at least one of said plurality of purchase
5 preferences and said user profile, where said user activities include at least
6 one of websites visited, online keyword searching, broadcast content viewed,
7 broadcast content searching.

1 34. The computer program product of claim 27, wherein said computer
2 readable program code to display comprises computer readable program
3 code to display, on a display of said broadcast-based client-side device, said
4 plurality of purchase options based on said plurality of purchase preferences,
5 where said plurality of purchase options includes at least one of a list of
6 downloadable/recordable content that is available to purchase, products
7 available to purchase and purchase history.

1 35. The computer program product of claim 27, wherein said computer
2 readable program code to display comprises computer readable program
3 code to display, on a display of said broadcast-based client-side device, said
4 plurality of purchase options based on said plurality of purchase preferences,

5 wherein said plurality of purchase options includes subscription-based video
6 on demand (SVOD) purchase options.

1 36. The computer program product of claim 27, further having computer
2 readable program code to display said plurality of purchase options on said
3 display as an overlay to said broadcast programming content.

1 37. The computer program product of claim 36, wherein said computer
2 readable program code to display the plurality of purchase options comprises
3 computer readable program code to display said plurality of purchase
4 options on the display as said overlay to said broadcast programming
5 content, where said plurality of purchase options are based on said broadcast
6 programming content that is currently being viewed on said display.

1 38. The computer program product of claim 27, wherein said computer
2 readable program code to consummate the purchase transaction comprises
3 computer readable program code to consummate the purchase transaction
4 using said user input device of the broadcast-based client-side device over a
5 secure connection between said broadcast-based client-side device and a
6 server coupled to said data network.

1 39. The computer program product of claim 38, further having:

2 computer readable program code to make payment to said server
3 where said server is a third-party retailer that is paid according to a payment
4 method contained in said plurality of purchase preferences; and

5 computer readable program code to deliver a product according to a
6 delivery method contained in said plurality of purchase preferences.